

PENGARUH SERVICE QUALITY, PERCEIVED VALUE, DAN BRAND IMAGE TERHADAP CUSTOMER LOYALTY MASKAPAI PENERBANGAN CITILINK

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *service quality*, *perceived value*, dan *brand image* terhadap *customer loyalty* maskapai penerbangan Citilink. Pengolahan data dalam penelitian ini dilakukan dengan menggunakan program SPSS 24 dan AMOS 22. Teknik pengambilan sampel yang digunakan adalah *non-probability sampling* dengan tipe *purposive sampling*. Jumlah responden yang digunakan dalam penelitian ini adalah 150 responden yang diperoleh melalui penyebaran kuesioner serta telah memenuhi karakteristik populasi yang telah ditentukan. Hasil penelitian menunjukkan bahwa *service quality* tidak berpengaruh positif terhadap *customer loyalty*, sedangkan *perceived value* dan *brand image* berpengaruh positif terhadap *customer loyalty*.

Kata Kunci: loyalitas pelanggan, kualitas layanan, nilai keuntungan, citra merek

THE EFFECT OF SERVICE QUALITY, PERCEIVED VALUE, AND BRAND IMAGE ON CUSTOMER LOYALTY OF CITILINK AIRLINE

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ABSTRACT

This study aims to determine and analyze the effect of service quality, perceived value, and brand image on customer loyalty of Citilink airlines. The data in this research were processed using SPSS 24 and AMOS 22. The sampling technique used was non-probability sampling with purposive sampling type. The number of respondents used in this study were 150 respondents, obtained through questionnaires and had fulfilled the characteristics of the population that had been determined. The result of this study showed that there is no positive effect between service quality and customer loyalty, while perceived value and brand image has a positive effect towards customer loyalty.

Keywords: *customer loyalty, service quality, perceived value, brand image*